

Message Text

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PAGE 01 CARACA 00458 171458Z
ACTION ARA-14

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FOR WASHINGTON COMMERCIAL ACTION GROUP

E.O 11652: NA
TAGS: BEXP, VE
SUBJECT:COUNTRY COMMERCIAL PROGRAM-FIRST QUARTER 1978

REF: STATE 113767, STATE A-5960 12/10/76, CARACAS 12259

SUMMARY: ALL CAMPAIGNS ACTIONS COMPLETED WITH MINOR EXCEPTIONS
NOTED. ALL PENDING ACTIONS FROM FY77 COMPLETED. ACTIVITIES UP TO
SCRATCH ALSO, PARTICULARLY WTDR AND ADS FUNCTIONS WHICH HERETOFORE
BEHIND SCHEDULE. CHANGE SUGGESTED IN MARKET RESEARCH ACTIVITY PER
CARACAS 12259. END SUMMARY.

1. CAMPAIGN ONE-CONSULTING SERVICES AND CAPITAL GOODS FOR HEAVY
INDUSTRY.

ALL ACTIONS COMPLETED. UPDATED OUTLOOK REPORT ON ALUMINUM INDUSTRY
DUE IN FOURTH QUARTER NOW ENROUTE AS A-001, DATED 1/9/78.

2. CAMPAIGN TWO- TRANSPORTATION INFRASTRUCTURE PROJECTS

ALL ACTIONS COMPLETED, EXCEPT NUMBER SIX: NOMINATE TWO INP
EXECUTIVES TO VISIT US PORT AUTHORITIES. ON SEVERAL OCCASIONS,
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 CARACA 00458 171458Z

UP TO AND INCLUDING THE PRESIDENTIAL LEVEL OF THE NATIONAL
PORTS INSTITUTE, WE HAVE OFFERED TO COOPERATE IN SETTING UP
VISITS TO US PORT AUTHORITIES TO REVIEW AVAILABLE TRAINING
PROGRAMS AND OTHER FORMS OF COOPERATION, WITHOUT SIGNIFICANT RESULT,
APPARENTLY BECAUSE OF THE OVERWHELMING CURRENT PROBLEMS INP
FACES. WE NOTE NONETHELESS THAT INP PRESIDENT SAMANIEGO WAS IN NEW
YORK THIS MONTH AND REPORTEDLY HELD DISCUSSIONS WITH THE NEW YORK

PORT AUTHORITY.

3. CAMPAIGN THREE-CONSTRUCTION, MINING, AND MATERIALS HANDLING
EQUIPMENT, CONSTRUCTION MATERIALS AND PREFAB HOUSING.

ALL ACTIONS COMPLETED, EXCEPT NUMBER TEN: FOREIGN BUYER GROUP
VISIT TO CHICAGO BUILDING AND CONSTRUCTION EXPOSITION. CONSIDERABLE
EFFORT WAS EXPENDED IN WORKING WITH LOCAL TOURIST AGENT IN ATTEMPTING
TO RECRUIT GROUP VISIT. (SEE RECOMMENDED CHANGE, ACTIVITY NUMBER FOUR
,
FOREIGN BUYER PROGRAM, BELOW). WE CONTINUE TO RECEIVE
FREQUENT VISITS FROM US FIRMS INTERESTED IN SALES POSSIBILITIES
IN PREFAB AND WORKER CAMPS. UPDATED MARKET ANALYSIS NOW IN DRAFT
INDICATES OPPORTUNITIES EXIST ONLY FOR CONCRETE CONSTRUCTION
TECHNIQUES.

4. CAMPAIGN FOUR-AIRCRAFT, AVIATION, AND AIRPORT EQUIPMENT
ALL ACTIONS COMPLETED. THEME OF AIR SAFETY SEMINAR WAS CHANGED
AT THE REQUEST OF SPONSORING ORGANIZATION AND DIRECTED
ESSENTIALLY TOWARDS ON-BOARD SAFETY AND NAVIGATION EQUIPMENT
RATHER THAN MAINTENANCE AND TEST EQUIPMENT. WE NOTE WITH SOME PRIDE
THAT SINCE THIS CCP CAMPAIGN WAS INITIATED ABOUT THREE YEARS AGO,
VENEZUELA HAS COMMITTED BS. 926 MILLION FOR THIS TYPE OF EQUIPMENT,
OF
WHICH ONLY 2.6 PERCENT WAS AWARDED TO THIRD COUNTRY SOURCES.

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PAGE 03 CARACA 00458 171458Z

5. CAMPAIGN FIVE-ENERGY SYSTEMS

ALL ACTIONS COMPLETED, EXCEPT FOR NUMBER FIVE. USIS WILL PROVIDE
ARTICLES FOR PLACEMENT IN SECOND QUARTER.

6. CAMPAIGN SIX -TELECOMMUNICATIONS EQUIPMENT

ALL ACTIONS COMPLETED, EXCEPT RECEPTION IN ACTION THREE. ONE
TELEGRAM FACILITATED SALE OF SEVERAL MILLION DOLLAR HF
TRANSMITTER NETWORK TO ARMED FORCES.

7. CAMPAIGN SEVEN-OIL PRODUCTION AND REFINING EQUIPMENT

ALL ACTIONS COMPLETED, EXCEPT NUMBER FOUR: CONDUCT PRELIMINARY
INVESTIGATION TO EVALUATE FEASIBILITY OF OIL FIELD EQUIPMENT
EXHIBITION. WILL BE DONE EARLY SECOND QUARTER. SPECIFICATIONS
FOR CONTRACT MARKET RESEARCH IN HAND.

8. CAMPAIGN EIGHT-VENEZUELAN TRAVEL TO THE U.S.

NO VISIT FROM USTS REPRESENTATIVE THIS QUARTER. EMBASSY CONTINUES
TO DISTRIBUTE PUBLISHED MATERIAL UPON RECEIPT.

9. OTHER SPECIAL POST EFFORTS

ACTIVITY ONE. TRADE PROMOTION EVENT SUPPORT-ALL ACTIONS COMPLETED.

ACTIVITY TWO. MARKET RESEARCH. CARACAS NO. 12259 SUGGESTS REVISION OF THIS ACTIVITY.

ACTIVITY THREE. MAJOR PROJECTS. ALL ACTIONS COMPLETED. DURING QUARTER, EMBASSY SUBMITTED SIX NEW EARLY WARNINGS AND 28 FOLLOWUP AND SUPPLEMENTARY MAJOR PROJECT REPORTS. THE NATIONAL CONSTRUCTORS ASSOCIATION TECHNOLOGY MISSION, HIGHLIGHTED WITH LUNCHEON HOSTED BY PRESIDENT PEREZ, WAS CONSIDERED A GREAT SUCCESS BY 20-ODD PARTICIPANTS. CHANGE PRIMARY RESPONSIBILITY TO CHARLES UNCLASSIFIED

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PAGE 04 CARACA 00458 171458Z

DUDLEY.

ACTIVITY FOUR. FOREIGN BUYER PROGRAM. TO DATE 300 BROCHURES HAVE BEEN SENT TO ASSOCIATIONS AND BUSINESS FIRMS IN SUPPORT OF FOUR EXHIBITIONS, I.E., THE 36TH EXPOSITION OF CHEMICAL INDUSTRIES; THE INTERNATIONAL EXPOSITION OF FOOD PROCESSORS; THE NATIONAL AUDIO VISUAL SHOW; AND EXPOPECA.

IN VIEW OF TOTALLY UNSUCCESSFUL EFFORT TO GENERATE GROUP VISIT TO CHICAGO BUILDING AND CONSTRUCTION EXPOSITION (CAMPAIGN THREE ABOVE), EMBASSY PROPOSES TO DROP PLAN TO RECRUIT REMAINING TWO ESCORTED FOREIGN BUYER GROUPS. VENEZUELAN ARE AVID TRAVELERS AND DO GO TO EXHIBITIONS, BUT THEY ARE HIGHLY INDIVIDUALISTIC, PREFERRING NOT TO BE WIRED INTO GROUP VISITS. EMBASSY WILL CONTINUE SHOTGUN APPROACH.

ACTIVITY FIVE. COMMERCIAL SERVICES TRADE ASSISTANCE MATERIALS. WORK HAS STARTED UPDATING DIRECTORY OF FIRMS PROVIDING BUSINESS SERVICES, E.G., MARKET RESEARCH, PUBLIC ACCOUNTING, ETC. WORD PROCESSING SYSTEM NOT YET RECEIVED. WILL ACCELERATE THIS ACTIVITY NOW THAT WTDR AND ADS SITUATION UNDER CONTROL.

ACTIVITY SIX. INVESTMENT PROTECTION AND FACILITATION. ALL ACTIONS COMPLETED.

ACTIVITY SEVEN. FOREIGN TRADERS INDEX. WE STILL HAVE A LONG WAY TO GO TO CONVERT FTI FOR VENEZUELA INTO USEFUL RESOURCE. DURING QUARTER, 380 WTDRS SUBMITTED AND OUR ANALYSIS INDICATES WE ARE NOW WITHIN STRIKING DISTANCE OF PERFORMING UP TO USDOC STANDARDS. OFF-INFO TO DONAHOE DESCRIBES NEW INITIATIVE. WE NOTE CONSIDERABLE VOLUME OF FTI UPDATES FOR YEARS 1972, 1973, ETC. YET TO BE PERFORMED. REGARDING PIRS, EXHIBITIONS CONTRACTOR CONDUCTED SEVERAL HUNDRED PROMOTIONAL CALLS BUT DID NOT PREPARE PIRS AS REQUIRED, BUT INSTEAD SPANISH LANGUAGE INTERVIEW REPORTS. EMBASSY NOW ANALYZING WHETHER UNCLASSIFIED

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PAGE 05 CARACA 00458 171458Z

AND HOW TO CONVERT INTO PIR FORMAT.

ACTIVITY EIGHT.AGENT/DISTRIBUTOR SERVICE. ALL ACTIONS COMPLETED. OUR ANALYSIS INDICATES ADS FUNCTION NOW ESSENTIALLY WITHIN 30 DAYS TURN-AROUND TIME AND UP TO SNUFF. SEPARATE OFF-INF TO DONAHOE WILL DESCRIBE

EXPERIENCE WITH DUN & BRADSTREET AS ADS CONTRACTOR.

ACTIVITY NINE. VISUAL SEARCH MICROFILM FILE. CARACAS 12562 AND CARACAS 12563 PROVIDED CRITICAL ANALYSIS WHICH POINTS OUT SERIOUS DEFICIENCIES IN VSMF AND SUGGESTS NECESSARY IMPROVEMENTS TO MAKE IT A FEASIBLE PROTOTYPE FOR THE NEW E/AIS.
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